This listing of claims replaces all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for displaying viewer reactions to a display object, the method comprising the steps of:

   a)   dividing the display object into a plurality of spatial regions;

   b)   collecting <u>subjective</u> viewer reactions to an exposure to the display object;

   c)   correlating the viewer reactions with the spatial regions; and

   d)   displaying the display object with an aspect of a display of each spatial region being a function of the viewer reactions for the region.

2. (Original) The method of claim 1 wherein the dividing step comprises dividing the display object into a matrix, with each spatial region being a cell of the matrix.

3. (Original) The method of claim 1 wherein the collecting step comprises exposing a viewer to the display object for a duration between ¼ and 4 second.

4. (Original) The method of claim 1 wherein the collecting step comprises exposing a plurality of viewers to the display object.

5. (Original) The method of claim 1 wherein the collecting step comprises exposing a viewer to a plurality of exposures to the display object.

6. (Original) The method of claim 1 wherein the displaying step comprises displaying the display object with transparency of a display of each spatial region being a function of the viewer reactions for the region.

7. (Original) The method of claim 1 wherein the displaying step comprises displaying the display object with color tingeing of a display of each spatial region being a function of the viewer reactions for the region.

8. (Original) The method of claim 1 wherein the displaying step comprises displaying a static image.

9. (Original) The method of claim 1 wherein the displaying step comprises displaying images as a motion picture.

10. (Original) The method of claim 1 wherein the displaying step comprises displaying a plurality of images corresponding to a plurality of viewer exposures to the display image.

11. (Currently Amended) An apparatus for displaying viewer reactions to a display object, said apparatus comprising:

means for dividing the display object into a plurality of spatial regions;

means for correlating <u>subjective</u> viewer reactions to an exposure to the display object with said spatial regions; and

means for displaying the display object with an aspect of a display of each of said spatial regions being a function of the viewer reactions for said region.

12. (Original) The apparatus of claim 11 wherein said dividing means comprises means for dividing the display object into a matrix, with each of said spatial regions being a cell of said matrix.

13. (Original) The apparatus of claim 11 wherein said correlating means comprises means for correlating viewer reactions to exposures to the display object for a duration between ¼ and 4 second.

14. (Original) The apparatus of claim 11 wherein said correlating means comprises means for correlating viewer reactions of a plurality of viewers to the display object.

15. (Original) The apparatus of claim 11 wherein said correlating means comprises means for correlating viewer reactions of a plurality of exposures to the display object.

16. (Original) The apparatus of claim 11 wherein said display means comprises means for displaying the display object with transparency of a display of each of said spatial regions being a function of the viewer reactions for said region.

17. (Original) The apparatus of claim 11 wherein said display means comprises means for displaying the display object with color tingeing of a display of each of said spatial regions being a function of the viewer reactions for said region.

18. (Original) The apparatus of claim 11 wherein said display means comprises means for displaying a static image.

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19. (Original) The apparatus of claim 11 wherein said display means comprises means for displaying images as a motion picture.

20. (Original) The apparatus of claim 11 wherein said display means comprises means for displaying a plurality of images corresponding to a plurality of viewer exposures to the display image.